EXHIBIT A

Provide a simple and organized platform for consumers to access digital resources, while empowering businesses to understand their consumers and deliver a customized user experience.

- **SYSTEM OVERVIEW:**

    The iFunction technology is a flexible and robust tool that gives your users a single, instant point of access to your online resources. The product consists of five primary components:

    1) **The iFunction Download** - is a thin client, (80k) that sits on the user's hard drive and optimizes their pc to dynamically launch via end users function keys: websites, music files, music players, play lists, and streaming audio. The users up/down left/right arrows control multimedia selection and volume functions.

    2) **IFunction Toolbar** - is the users control panel which displays which keys are associated to the respective commands. It also provides various components to help facilitate the user's web experience.

    3) **IFunction messenger** - This allows the administrators of the technology to communicate with their user base. They can send out messages communicating special promotions, concerts, polls, and events for demographically specific groups of users. Through the messenger we can also stream content respective to the consumers tastes (ie. financial news, world

news, entertainment and sports related news). They can even implement a ticker symbol that could stream stock quotes.

4) **IFunction User Page** - This is the user's personalized page that allows them to edit their function keys, create their own customized directory of the resources that they access most often. It also serves as a bulletin board for the company's administrator to post messages, latest hits, links to new artists and way for to hold conduct market research surveys.

5) **IFunction Manager** - This is the administrators central control panel to the entire base of ifunction users. It gives you total control over every aspect of the user's experience, while delivering real time critical, real time user data.

- **FEATURES**:

The iFunction technology provides a unique value proposition for the music industry to innovate in the distribution of digital music. Those value propositions can be best described by the three ways in which it empowers the industry to service its consumers.

1. Service the User:

I. Provide your listeners with the most convenient and simple method to access to an organized selection of their favorite music, through a single click or key stroke.

II. Listeners' keyboard is transformed in to a music "play board" *Function keys (F1-F12),* act as dynamic hot keys that launch selections while *arrows* control tracks and volume. Let them really "press play".

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III. Listeners' *desktop toolbar* serves as a visual mnemonic and access method of their audio settings. Since it is external to the browser, it is a persistent desktop feature for easy access, not limited to browser functions.

IV. *User Page* provides a simple, easy to use interface which allows listeners to create, personalize and updates settings instantly.

V. *Messenger* precisely distributes timely and useful and welcomed communication to listeners.

VI. Instantly update client configurations to respond quickly to changing needs and evolving goals.

2. Understand the User: using the iFunction Manager (data mining)

   I. Collect and aggregates listeners' demographic data.

   II. Organize your users into relevant demographic groups.

   III. Gain insight and understanding into your listeners' behavior to create a personalized experience.

   IV. Obtain valuable and useful market research in real time.

   V. Survey listeners about new music and artists.

   VI. Learn which services of music selections have greatest demand within respective demographic groups.

   VII. monitor and optimize usage service

   VIII. Identify and correct bottlenecks and inefficiencies.

3. <u>Market to the User:</u>

    I. Communicate with specific audiences to distribute timely and accurate information and messages to the right audiences, via *User Page and Messenger*

    II. Utilize the information to promote and sell products demanded by users.

    III. Implement effective, targeted marketing and advertising campaigns.

    IV. Provide new selections to users based on data-mining.

    V. Offer new music compilations as teasers and marketing tools.

    VI. Integrated desktop toolbar provides consistent branding while your users are both on and offline

> Customizeable Display bar
> Pull down news menu list to scroll news
ashs in the display bar
> Fkey controlled buttons
> Arrow key controlled track and volume buttons
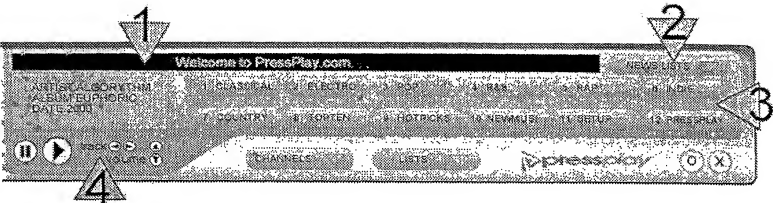
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